CLAIMS

Please amend claims 1, 3, 5, 45-57 as indicated below.

1. (Currently Amended) An apparatus comprising:
      means for ~~automatically~~ determining a price for a menu item; and
      means for automatically updating a menu displayed at a digital menu board based on the
           determined price for the menu item.

2. (Original) The apparatus of claim 1, further comprising: a data storage device which stores a plurality of rules.

3. (Currently Amended) The apparatus of claim 2, in which the means for ~~automatically~~ determining the price comprises: means for determining the price based on at least one rule of the plurality of rules.

4. (Original) The apparatus of claim 2, in which the means for automatically updating the menu comprises: means for automatically updating the menu based on the determined price and at least one rule of the plurality of rules.

5. (Currently Amended) The apparatus of claim 1, in which the means for ~~automatically~~ determining the price comprises: means for determining the price based on revenue management information.

6-42. (Cancelled).

43. (Original) A digital menu generating system, comprising:
      a storage device storing price information, the price information comprising prices
           associated with a plurality of menu items;
      a processor coupled to the storage device, the processor being configured to:
           generate information associated with a menu; and

dynamically update prices stored in said storage device based at least in part on revenue management information; and

a port in communication with the processor, the port being adapted to output the information associated with the menu.

44. (Previously Presented) The apparatus of claim 1, further comprising:

means for determining said price based on retail information; and

means for updating product information for use by a point-of-sale terminal based on the determined price for the menu item, at substantially the same time the menu displayed at the digital menu board is updated.

45. (Currently Amended) The apparatus of claim [[45]] 44, further comprising means for determining a time to determine the price for the first menu item.

46. (Currently Amended) The apparatus of claim [[46]] 45, in which determining said price comprises automatically determining the price at said time.

47. (Currently Amended) The apparatus of claim [[45]] 44, in which automatically determining comprises automatically determining the price in accordance with a schedule.

48. (Currently Amended) The apparatus of claim [[45]] 44, in which automatically determining comprises automatically determining the price periodically.

49. (Currently Amended) The apparatus of claim [[45]] 44, in which updating the menu comprises removing the menu item from the digital menu board.

50. (Currently Amended) The apparatus of claim [[45]] 44, in which updating the menu comprises adding a second menu item to the digital menu board.

51. (Currently Amended) The apparatus of claim [[45]] 44, in which updating the menu comprises changing the number of menu items represented in the digital menu board.

52. (Currently Amended) The apparatus of claim [[45]] 44, in which updating the menu comprises changing a displayed price that is associated the menu item.

53. (Currently Amended) The apparatus of claim [[45]] 44, in which updating the menu comprises adjusting the price associated with the first menu item from a first amount to a second amount.

54. (Currently Amended) The apparatus of claim [[53]] 52, in which the first amount is less than the second amount.

55. (Currently Amended) The apparatus of claim [[45]] 44, in which updating the menu comprises updating price information associated with the menu item.

56. (Currently Amended) The apparatus of claim [[45]] 44, further comprising transmitting the updated price information to the point-of-sale terminal.

57. (Currently Amended) The apparatus of claim [[45]] 44, in which updating the menu comprises transmitting the determined price to a digital menu board.

58. (Previously Presented) The apparatus of claim 1, further comprising:

> means for determining a time lag for updating menu information at a point-of-sale terminal after updating the menu displayed at the digital menu board; and
> after a period of time after updating the menu, means for automatically updating menu information at the point-of-sale terminal, the updated menu information at the point-of-sale terminal including the menu item and the price for the menu item, in which the period of time is not less than the determined time lag.

59. (Previously Presented) The apparatus of claim 58, in which the time lag is a predetermined period of time.

60. (Previously Presented) The apparatus of claim 58, in which determining the time lag comprises: determining if a number of transactions being processed is not greater than a predetermined number of transactions; and performing one of: if the number of transactions being processed is not greater than the predetermined number of transactions, selecting a first time lag; and if the number of transactions being processed is greater than the predetermined number of transactions, selecting a second time lag.

61. (Previously Presented) The apparatus of claim 1, further comprising means for determining a transaction history; and means for automatically updating the menu based on the determined transaction history.

62. (Previously Presented) The apparatus of claim 61, further comprising means for determining a second menu item based on the determined transaction history.

63. (Previously Presented) The apparatus of claim 62, in which automatically updating the menu comprises updating the display to include the second menu item.

64. (Previously Presented) The apparatus of claim 62, in which the second menu item is a combo menu item.

65. (Previously Presented) The apparatus of claim 63, in which automatically updating the menu comprises removing at least one of the at least one first menu item.

66. (Previously Presented) The apparatus of claim 61, in which the transaction history includes information about at least one prior order, each at least one prior order being associated with at least one menu item.

67. (Previously Presented) The apparatus of claim 61, further comprising means for determining a number of presentation slots of the digital display board.

68. (Previously Presented) The apparatus of claim 67, in which automatically updating the menu comprises automatically updating the menu based on the determined transaction history and the number of presentation slots.

69. (Previously Presented) The apparatus of claim 1, further comprising:

      means for determining a plurality of menu items;

      means for determining a number of presentation slots of the digital menu board;

      means for determining a transaction history;

      automatically selecting at least one menu item from the plurality of menu items to display

            on the digital display board based on the transaction history; and

      generating a menu display at the digital menu board based on the selected at least one

            menu item.

70. (Previously Presented) The apparatus of claim 69, wherein selecting the at least one of the determined plurality of items to display is further based on the respective display content or the number of available presentation slots.

71. (Previously Presented) The apparatus of claim 1, wherein determining the price for the menu item is based at least in part on revenue management information; and
automatically updating the menu comprises updating a respective price of the menu item based on the determined revenue management information.

72. (Previously Presented) The apparatus of claim 71, wherein determining the price for the menu item comprises automatically determining the price based at least in part on revenue management information, the apparatus further comprising means for transmitting an indication of the automatically determined price to the digital menu board for display of the automatically determined price.

73. (Previously Presented) The apparatus of claim 72, in which automatically determining a price comprises only one of: assigning a predetermined price to the menu item; and adjusting a prior price associated with the menu item based at least in part on the revenue management

information.

74. (Previously Presented) The apparatus of claim 72, in which the revenue management information comprises information related to previous sales of the menu item.

75. (Previously Presented) The apparatus of claim 72, in which the revenue management information comprises information related to inventory of the menu item.

76. (Previously Presented) The apparatus of claim 75, in which the information related to inventory comprises at least one of: a current amount of inventory, a current number of the menu item assembled, a predicted amount of inventory, an age of inventory, and a price paid for inventory.

77. (Previously Presented) The apparatus of claim 72, in which the revenue management information comprises information associated with at least one of: one or more previous days, previous same time-of-days, previous same day-of-weeks, and previous same month-of-years.

78. (Previously Presented) The apparatus of claim 72, further comprising: displaying the menu at the digital display board.

79. (Previously Presented) The apparatus of claim 72, further comprising: displaying the menu at a customer display device.

80. (Previously Presented) The apparatus of claim 72, further comprising: selecting the menu item based at least in part on the revenue management information.